

**B.Com: Semester-VI
DSE-5**

BCR613: International Business

Teaching Scheme	Examination Scheme
Lectures: 3hrs/Week	Class Test – 12Marks
Tutorials: 1 hr/Week	Teachers Assessment – 6Marks
Credits: 4	Attendance – 12 Marks
	End Semester Exam – 70 Marks

Course Objective

The objective of this course is to familiarize students with various and concepts issues that are relevant to International Business.

Course Learning Outcomes

After completing the course, the student shall be able to:

- CO1: understand the basic concepts related to International Business.
- CO2: understand the role of various international institutions in Global business.
- CO3: analyze effective application of various International theories.
- CO4: understand the concepts of various exchange rates in international business.
- CO5: be able to analyze the various key terms related to International production.
- CO6: be able to understand various issues related to Indian International market.

Unit I: Introduction to International Business

Globalization and its growing importance in world economy; Impact of globalization; International business contrasted with domestic business - complexities of international business; Internationalization Stages and Orientations. Modes of entry into international business.

International Business Environment: National and foreign environments and their components - economic, cultural and political-legal environments; Global trading environment - recent trends in world trade in goods and services; Trends in India's foreign trade.

Unit II: Theories of International Trade

Theories of International Trade: Commercial Policy Instruments tariff and non-tariff measures; Balance of payment account and its components. WTO – Its objectives, principles, organizational structure and functioning, An overview of other organizations – UNCTAD, World Bank and IMF.

Regional Economic Co-operation: Forms of regional groupings; Integration efforts among countries in Europe, North America and Asia.

Unit III:

International Financial Environment: International financial system and institutions; Foreign exchange markets, spot market, spot rate quotations, bid ask spreads, trading in spot market, cross exchange rates ; Forward market; Rate, long and short forward position, forward premium and discount, Arbitrage, Hedging and Speculation.

Foreign investments: types and flows; Foreign investment in Indian perspective.

Unit IV: International Business Operations

Key issues involved in making international production, finance, marketing and human resource decisions; International business negotiations.


Unit V: Developments and Issues in International Business

Developments and Issues in International Business: Outsourcing and its potentials for India; Strategic alliances, mergers and acquisitions; Role of IT in international business; International business and ecological considerations.


Suggested Readings

- Charles W.L. Hill and Arun Kumar Jain, International Business. New Delhi: Tata McGraw-Hill.
- Johnson, Derbe., and Colin Turner. International Business - Themes & Issues in the Modern Global Economy. London: Routledge.
- Cherunilam, Francis. International Business: Text and Cases. Prentice Hall of India Ltd
- Daniels John, D. Lee H. Radenbaugh and David P. Sullivan. International Business. Pearson Education
- Justin, Paul. International Business. Prentice Hall of India Ltd.
- Michael R. Czinkota. et al. International Business. Fortforth: The Dryden Press.
- RBI. Report on Currency & Finance, various issues.
- Griffin, Ricky W. and Michael W. Pustay. International Business - A Managerial Perspective. Prentice Hall.
- V Sharan, International Business, Pearson Education. 10. Bennett, Roger. International Business. Delhi: Pearson.
- UNCTAD Reports.
- WTO, Annual Report, various issues.

Note: Latest edition of the books should be used.


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